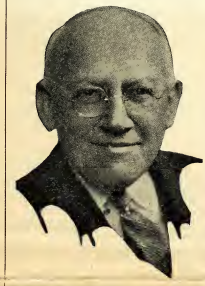
THE GOLD MINE

Nuggets of News and Ideas for Universal Go-Getters

Vol. 2 May 26, 1928 No. 18

Winners Congratulated



"It is with the keenest pleasure that I publicly congratulate the winners of my Anniversary Drive. I want everybody in the organization to know that I am proud of the achievements of the men who won, and that I deeply appreciate the efforts put forth by every Universalite.

"I have watched the progress of the Drive from the very beginning—have been keenly interested in watching the ups and downs of the various Offices—and again state that the Offices that came out on top certainly earned their laurels.

"Thanks, boys—Thanks from the bottom of my heart to every one of you!"

CARL LAEMMLE

"Heartiest congratulations, Buffalo, Montreal, Milwaukee, Calgary and Salt Lake City!

"And thanks for the effort, everybody. It was a tough fight, and the organization cannot honor too highly those who won, as well as those who fought no less valiantly, but with perhaps less success."

LOU METZGER

"Boys of the West, I'm mighty proud of you!

And now that we've proved that we can beat the East—let's do it again and take the Carl Laemmle Sales Trophy away from them on Summer Charges!"

M. VAN PRAAG

"Congratulations, winners! The West as a Division may have beaten us, but it took Eastern Office to beat all others. I certainly appreciatethe effort you put into the drive, boys. Let's stage a come-back on Summer Charges!"

TED SCHLANGER

"I told you that Short Subjects would have a lot to say as to who would win the race—and they did! Great work, winners—keep it up, and remember your 47%."

BEN Y. CAMMACK

BUFFALO AND MONTREAL TIE FOR 1st IN LAEMMLE DRIVE; MILWAUKEE FINISHES 2nd

DAVE MILLER
Manager, Buffalo

West Triumphs Over East

With the race among the leaders so close that final results were in doubt until the last penny's worth of business had been checked and re-checked, Carl Laemmle's 22nd Anniversary Drive ended with Dave Miller, Buffalo, and M. Leduc, Montreal, in a tie for first place.

George Levine, Milwaukee, finished in second place—at the top of the Western Division—and the Western Division registered a distinct victory over the East insofar as total divisional standings are concerned. The West thereby wins the $2,500 put up by the men of the East.

D. LEDUC
Manager, Montreal

With two Managers tied for first place, neither one earned the automobile which was offered as a prize to the Manager beating all others. Instead, both Dave Miller and D. Leduc will be awarded half the price of the car. Each will get a trifle over $1,000 in cash.

George Levine, of Milwaukee, qualifies for the two weeks' trip to any part of the United States or to Havana. "Too bad you haven't got a wife, George."

The sales force and bookers of Buffalo and Montreal will split the $750 offered the winning office in each division. The sales force and bookers of the Milwaukee Exchange also win $750.00.

Calgary—Salt Lake Get Cash

Frank Vaughan, Manager of the Calgary Exchange and his sales force and bookers, who finished second in the Eastern Division, will get half of the amount subscribed in the stars-directors pool, the total of which to date is $925.00. Half of the pool goes to Manager A. W. Hartford and the sales crew and bookers of the Salt Lake City Exchange, who came

(Continued on page 3)

GEORGE LEVINE
Manager, Milwaukee

SUMMER CHARGES CONTEST A RACE FOR REAL HONORS

Which is the best Exchange in the Universal organization?

That is a difficult question to answer, because there are so many factors involved.

But along about September 15th of this year we are going to know which is **ONE** of the best Offices, who is **ONE** of the best managers, and what men comprise **ONE** of the best sales crews in the entire outfit.

We are going to know it because that

(Continued on page 2)

CARL LAEMMLE DENIES ANY MERGER FOR "U"

Carl Laemmle, who arrived back in New York Friday from a week's trip to Chicago and Louisville, emphatically denied that Universal is linked up with any pool of film companies, as was reported in a trade paper several days ago.

"There is not one word of truth in the story published about the Universal pooling with any other company or companies," he said. "Such a thing has not even been discussed or considered."

LOU METZGER RETURNS TO H. O. FROM CONVENTIONS

Lou Metzger is back in New York after having conducted three of the most enthusiastic Conventions ever held in the history of the company. He reached his desk in the Home Office Friday morning, after having officiated in the "Brass Tacks" Sales Meetings at Atlantic City, St. Louis and San Francisco.

Mr. Metzger came back bursting out with pep and electric with enthusiasm over the new product and the manner in which the announcement of the new line-up was received at each of the three meetings.

Two other Home Office Executives who arrived in New York from the conventions during the week are Nat Rothstein, Advertising Manager and Director of Exploitation, and E. D. Leishman, Supervisor of Exchanges.

The Gold Mine
Nuggets of News and Ideas for Universal Co-Getters

Published Weekly
OF, FOR *and* By the Sales Department
of
UNIVERSAL

730 FIFTH AVE., NEW YORK, N. Y.
Carl Laemmle, President

LOU B. METZGER
General Sales Manager

TED SCHLANGER, Sales Director, Eastern Division
M. VAN PRAAG, Sales Director, Western Division

BEN Y. CAMMACK
Sales Director, Short Product and Complete Service

Ben. H. Grimm, Editor

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"MAN WHO LAUGHS" CAPTURES LONDON AS IT DID N. Y.

Repeating its smashing hit in New York, where it is now playing its fifth week at the Central Theatre at absolutely S.R.O. every performance, "The Man Who Laughs" took London and all England by storm at its gala trade showing at the London Pavilion.

James V. Bryson, Managing Director of European M. P. Co., writes that the critics rate "The Man Who Laughs" even greater than "The Hunchback." He sends along newspaper reviews to prove it. Here are a few excerpts from the

A replica of the House of Lords in the early 17th Century is certainly most realistic. . . . Conrad Veidt excellent artist."

ESCH SMOOTHS WAY FOR SALESMEN WITH GOOD LETTER

Manager W. H. Esch, of the Indianapolis Office, is smoothing the way for his salesmen somewhat by sending accounts a letter that might well serve as a model for every Manager to use. Here is the letter, which is self-explanatory:

"Dear Mr.—:

"The boys and myself have returned from the Sales Convention, a real knowledge convention, different from any we have ever attended. We actually saw with our own eyes our new pictures, the like of which Universal nor any other company in the business has ever had the privilege of showing during the session of any convention.

"It should interest you to know that Universal has startled in the industry by having completed and placed in our exchange twenty-six of its great box-office productions for the coming season. What better proof could we give you than to tell you that we know, not from colored announcement books, but from the pictures themselves, that our pictures are what we claim they are?

"Our representative will call upon you within a few days. You would favor me, personally, by taking him up on what he says, for he knows what our pictures represent in greatness and value to the box-office. Now, there is no need for you to wait for further announcements of other company's pictures for the new season. No company in this great business could produce greater product, both features and short product, than Universal has done this year. Give our representative more time than you have ever given any salesman so that he may fully acquaint you with this product.

"You will be asked to pay far more this year for Universal pictures than you have ever been asked before. Our product merits this consideration and when you see the pictures you will certainly be glad that you paid more to Universal than to any other producing company in this business.

"Kindest regards.

"Sincerely,
"UNIVERSAL FILM EXCHANGES, INC.,
"W. H. Esch, Branch Manager."

Taube at Toronto

Sydney Taube has joined the staff of the Toronto Office in the capacity of City Salesman.

Here's to you, Syd!

A Tip On "The Michigan Kid"

IN talking to exhibitors about "The Michigan Kid," the Laemmle Special written by Rex Beach and featuring Renee Adoree and Conrad Nagel, shout your head off about the wonderful forest fire sequences in the last reel.

These sequences are without a doubt the most wonderful of their kind ever filmed. The last reel alone would put this picture over anywhere.

These forest-fire scenes are the most wonderful and most thrilling of their kind ever filmed. Any audience in the world is going to sit frozen to the chairs when they see the three leading characters—two men and a girl—plunging in a frail canoe down a turbulent mountain torrent, the forests on both sides of the narrow, roaring stream a searing mass of hungry flame. And when the three go over the falls, boiling white water beneath them and broiling red flames around them—well—

IT'S GREAT! TELL THEM! SELL THEM!

New Orleans Party

The members of the Universal Efficiency Club, of the New Orleans Exchange, held their very successful Annual Dinner Dance on Monday, May 21st.

Big "U" Men Crack Ice

Salesman Nat Liebeskind sold the first new 100 per cent contract for the Big "U" Exchange to the St. George Playhouse, Brooklyn, while the first Complete Service Contract for the Office was closed by Leslie Sherwood—a splendid deal with the Grand Palace, Newark.

Salt Lake Wins Mitchell Memorial

"COLLEGIANS" CUP GREAT IDEA FOR OLYMPIC YEAR

With ever-swelling interest being evinced throughout the country in all forms of athletics due to the fact that this is the Olympic Games year, the opportunity comes to YOU to cash in immeasurably by reviving "The Collegians" Cup Contest idea.

Most of you know that this was one of the biggest sales promoters for Carl Laemmle, Jr.'s, series that has ever been devised, and its basic idea—local interest in local athletics—makes it even better RIGHT NOW than ever before.

Every Manager knows—or should know—the complete details of how these "Collegians" Cup Contests are staged and how they are used to the advantage of both exhibitor and Universal.

Take advantage of the Olympic Games year—use "The Collegians" Cup Contest idea in selling every one of the four series of "Collegians."

SUMMER CHARGES

(Continued from page 1)

Office will prove its right to the qualification by winning the Carl Laemmle Sales Trophy, which goes to the Office making the best showing on SUMMER CHARGES. Specifically that Office which, from May 6th to September 15th, shows the greatest percentage of increase in total weekly charges over the corresponding weeks of last year.

Boys, Summer Charges are among the most important things for you to think about—and act on—right now. Even at the height of the new selling season the matter of Summer Charges must receive the attention and concentration their importance deserves.

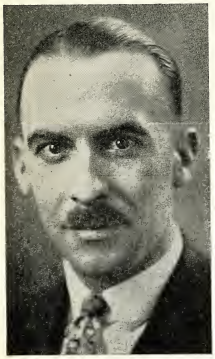
Summer Charges are the acid test of efficiency—and a wonderful opportunity for a manager to help prove his claim to being the most valuable manager in the organization, thereby winning the Carl Laemmle Medal of Honor. Summer Charges indicate the fighting strength of the entire personnel of every Office.

Boost your Summer Charges. Protect yourself against the inroads of competitors, virtually all of whom will be staging all kinds of "Weeks," "Months" and "Whatnots" for playdates. Get every possible Summer date set NOW or as soon as humanly possible.

Much as winning the Laemmle Sales Trophy means, it doesn't mean a thing as compared to what it mean to YOU to show the world that YOU are the outfit that's capable of winning it. That's liable to mean more to you and your future—and that includes everybody in the Office—than you can calculate.

BOOST YOUR SUMMER CHARGES—IT'S WORTH WHILE!

2nd in East



FRANK VAUGHAN, Manager, Calgary

WINNERS OF LAEMMLE DRIVE

(Continued from page 1)

under the wire second in the Western Division.

Hartford Wins Memorial

Although Salt Lake finished second in the Western Division, Manager A. W. Hartford and his go-getting crew proved their right to possession of the Mitchell Memorial Trophy, which was being competed for by seven Western Offices—Salt Lake City, Denver, Butte, Seattle, Los Angeles, Portland and San Francisco. They finished in the order named.

Eastern Office in Lead

While the West gave the East a decisive trimming on total divisional showing, it is a fact worth noting that at no time did any Western Office lead the organization—always some Eastern Office was higher than the highest Western Office.

How They Finished

Considering Buffalo and Montreal as having come in under the wire first, Calgary was second in the East, with St. John third, New Orleans fourth, Vancouver fifth and Washinton sixth. It is significant to note that of six Canadian Offices, four finished among the first six. "Take your bow, Clair Hague!"

In the West Denver finished third, Des Moines fourth, Butte fifth and St. Louis sixth.

Close All the Way

Boys, it was a close race all the way—and the finish was the closest ever recorded. So close together were the leaders that just a few dollars worth of business would have put either Dave Miller or D. Leduc decisively in the lead of his rival for first honors.

—AND NOW FOR
SUMMER
CHARGES!

2nd in West

A. W. HARTFORD
Manager, Salt Lake City

The Sunday Worker

(Not a Fairy Tale)

Once upon a time there was a film salesman who was dead anxious to get ahead in the world. He worked with the power and speed of a locomotive for six days a week—and on Sundays he worked twice as hard.

He wasn't compelled to work on Sunday. Nobody said that he must. But this particular salesman was REALLY anxious to make something of himself. He had analyzed himself and his chances and come to the conclusion that while he was a good salesman—a darn good salesman—he was no better than scores of others.

So he figured that the only way he could beat the fellows who were probably just as good as he was, was to put in more time and more effort than they did. Not that he didn't like to spend his Sundays with his family, or in some form of recreation such as the other fellows did, but he wanted more money and more peace of mind to enjoy his Sundays to the fullest.

He worked like Hell. Even if he went over his quota by Saturday he stayed in the field, digging deeper, deeper. When he got a rotten break for the whole week he redoubled his efforts while the other fellows were "resting" on Sunday and often managed to turn a "red" week into a "blue" week.

Many's the time he got discouraged because he thought nobody gave a damn whether he worked on Sundays or not. But he was bullheaded and kept at it, month after month.

Suddenly he quit working so hard on Sundays. He didn't stop altogether, because his habit of work was too strong in him. But he spent almost every Sunday with his family—and didn't feel a bit conscience-stricken about it.

How — Why — this sudden change?

Well—he's a Manager now!

N. O. 100% for 13 Mos.

The New Orleans Office, under Manager W. M. Richardson, has added the thirteenth consecutive month in which they have received a 100 per cent rating on Fire Prevention to their record.

Two Join Winnipeg

W. B. More has joined the sales staff of the Winnipeg Office, and Joseph Shaen has been made Booker at the same Exchange.

Welcome to "U," men!

Richardson Buys Car

W. M. Richardson, Manager of the New Orleans Office, has bought himself a brand new Oldsmobile sedan.

Final Standings in

Carl Laemmle's 22nd Anniversary Drive

For Fifteen Weeks Ending May 5, 1928

Leading Office: Montreal

Ted Schlanger's THUNDERBOLTS

1st (Tie)	Buffalo
1st (Tie)	Montreal
2nd	Calgary
3rd	St. John
4th	New Orleans
5th	Vancouver
6th	Washington
7th	Winnipeg
8th	Philadelphia
9th	New Haven
10th	Detroit
11th	Cleveland
12th	New York
13th	Atlanta
14th	Indianapolis
15th	Cincinnati
16th	Albany
17th	Memphis
18th	Charlotte
19th	Charleston
20th	Pittsburgh
21st	Jacksonville
22nd	Toronto

WEST
Beats
EAST

Mitchell Memorial

1st. Salt Lake City
2nd. Denver
3rd. Butte
4th. Seattle
5th. Los Angeles
6th. Portland
7th. San Francisco

M. Van Praag's FIGHTERS

1st	Milwaukee
2nd	Salt Lake City
3rd	Denver
4th	Des Moines
5th	Butte
6th	St. Louis
7th	Chicago
8th	Omaha
9th	Sioux Falls
10th	Seattle
11th	Oklahoma City
12th	Dallas
13th	Los Angeles
14th	Portland
15th	Kansas City
16th	San Antonio
17th	San Francisco
18th	Minneapolis

SALESMEN'S NATIONAL SALES STANDINGS

As of Week Ending May 5, 1928

Position	Salesmen and Exchange	Percentage	Average Standing for year as of May 5, 1928
1	J. CAMP, Milwaukee	117.78	1
2	B. R. GREENBLATT, Omaha	102.89	3
3	G. GILBERT, Toronto	102.89	3
4	W. E. DU CHEMIN, Denver	102.32	6
5	A. BLOOM, Seattle	101.10	7
6	M. LAVIN, Milwaukee	97.41	8
7	B. ROSE, Denver	97.33	10
8	L. ROSENTHAL, Washington	95.29	8
9	E. S. WINWARD, Salt Lake	92.60	13
10	J. H. SARFATY, St. Louis	92.48	15
11	J. J. Jacobson, Des Moines	92.47	8
12	B. Taylor, Kansas City	91.91	9
13	J. M. Skorey, Denver	90.68	13
14	C. C. McDermond, Salt Lake	90.64	24
15	A. Zacherl, Minneapolis	88.61	27
16	J. L. Spindler, New Orleans	84.06	16
17	J. Randolph, San Francisco	82.80	17
18	A. J. Davis, Philadelphia	82.74	19
19	S. Freedman, Philadelphia	82.12	21
20	J. J. Spandau, Buffalo	82.04	27
21	O. Siegel, Buffalo	81.99	21
22	H. H. Young, Buffalo	80.19	30
23	M. Rosenberg, Washington	79.27	27
24	G. C. Nungesser, New Orleans	79.09	29
25	J. Friedman, New York	78.76	27
26	W. Elman, Montreal	78.64	27
27	Ed. I. Hudson, Portland	78.62	30
28	J. Halstead, Los Angeles	77.41	24
29	C. W. Ross, Minneapolis	77.41	35
30	M. Blachschleger, Cincinnati	77.39	27

LESS THAN 75%!

31	F. Davie, Detroit	73.64	37
32	H. Furst, St. Louis	73.37	41
33	C. Bain, Cleveland	72.93	36
34	W. Lee Barton, Pittsburgh	72.70	36
35	M. Tritch, Olkahoma	72.22	17
36	H. Fowser, Detroit	71.91	39
37	H. H. Williams, Atlanta	70.84	37
38	S. Kusiel, New York	69.62	39
39	S. Brint, Toronto	69.55	44
40	V. A. Maurin, New Orleans	69.53	50
41	R. J. Cadman, Los Angeles	68.98	43
42	A. T. Barnett, Buffalo	68.61	53
43	E. A. Whelpley, St. John	68.60	53
44	J. Huff, San Francisco	68.50	48
45	F. Abelson, Minneapolis	67.97	61
46	H. Sanders, St. Louis	67.86	57
47	W. Baker, Chicago	67.51	54
48	F. Davie, Denver	66.90	59
49	C. J. Farnes, Seattle	66.08	47
50	C. W. Dickinson, Pittsburgh	65.63	52
51	G. McDonnell, Dallas	65.47	56
52	I. Wolfe, San Francisco	65.11	57
53	J. F. Gill, Philadelphia	65.01	54
54	H. H. Cass, Des Moines	64.71	52
55	F. Horn, Omaha	64.56	21
56	L. D. Lutzer, Dallas	64.26	55
57	G. McCoy, Detroit	63.82	56
58	M. C. Brodsky, Kansas City	62.97	62
59	J. St. Clair, Chicago	62.66	66
60	J. Lutzer, Dallas	62.39	67
61	G. Porter, Charleston	59.74	49
62	M. Shulman, Philadelphia	59.64	76
63	J. Engel, Philadelphia	59.55	70
64	S. C. Saffell, Indianapolis	59.52	67
65	C. C. Vaughan, Kansas City	59.48	71
66	E. Harris, Denver	59.15	97
67	L. B. Brauer, Dallas	58.58	75
68	C. Eiseman, Washington	58.08	71
69	J. Krenitz, Cleveland	57.26	64
70	J. Cole, Detroit	56.08	82
71	W. K. Millar, Butte	55.79	75
72	L. Herman, Albany	55.44	78
73	D. C. Stearns, Cleveland	55.18	85
74	W. L. Schmidt, Cincinnati	54.24	73
75	J. T. Moran, Portland	54.23	93
76	L. Levy, New York	54.19	78
77	F. Duffy, Albany	53.76	91
78	P. Winnick, New York	53.28	89
79	J. A. McWhorter, Charlotte	52.70	82
80	J. Lefky, Cleveland	52.64	81
81	J. Rosenberg, Kansas City	52.61	82
82	B. Price, New York	52.17	86
83	J. Liggett, New York	51.86	80
84	F. W. Salley, Atlanta	51.03	97
85	M. Margolis, Cincinnati	51.02	79
86	A. J. Frey, Los Angeles	50.81	84
87	H. Simpson, Jacksonville	50.63	96
88	M. Krueger, Chicago	50.54	106
89	L. Britton, New Haven	50.06	102
90	C. E. Reynolds, Kansas City	49.76	96
91	C. A. Anderson, Charlotte	49.60	88
92	L. E. Davis, Cincinnati	49.22	103
93	R. S. Smith, Albany	48.26	105
94	H. Liebeskind, New York	48.00	107
95	R. E. Crawford, Des Moines	47.07	109
96	E. M. Simril, Jacksonville	46.71	94
97	E. Heiber, Washington	46.64	108
98	K. Weinberger, Oklahoma City	46.43	89
99	W. S. Quade, Oklahoma City	46.01	93
100	E. V. Donnelly, Indianapolis	45.80	103
101	A. L. Titus, New Haven	44.24	113
102	E. M. Gibson, Salt Lake City	44.12	108
103	A. D. Wayne, Pittsburgh	43.49	109
104	A. L. Sugarman, Cincinnati	43.03	87
105	R. Rosenblatt, Milwaukee	42.90	118
106	L. Padolf, Pittsburgh	42.43	116
107	J. O. Schoeninger, Cleveland	40.79	108
108	A. H. Toffler, Pittsburgh	39.81	117
109	M. M. Dureau, Dallas	39.48	114
110	A. Garner, Omaha	39.26	113
111	A. I. Hoffman, Chicago	39.16	103
112	J. Tierney, New Haven	37.93	121
113	R. T. Good, Charlotte	35.83	111
114	G. E. Benjamin, Oklahoma City	35.40	123
115	H. Hynes, St. Louis	33.74	121
116	L. Kay, St. Louis	33.71	126
117	W. J. Doyle, Philadelphia	31.41	125
118	M. Langbart, Washington	30.22	125
119	J. O'Brien, Chicago	26.95	127
120	F. S. Wilson, Minneapolis	26.87	117
121	J. Scott, Chicago	21.20	132
122	W. Conway, Toronto	18.63	122
123	F. Klein, Washington	18.40	133
124	S. Hackford, Detroit	17.05	132
125	C. S. Edwards, Seattle	16.79	135
126	M. Sherwood, New York	16.58	135
127	G. Granstrom, Los Angeles	15.93	127
128	B. Eisenberg, Chicago	15.54	136
129	T. Kitching, San Francisco	15.16	131
130	J. C. Woolf, Des Moines	14.92	140
131	J. Leary, Pittsburgh	13.21	137
132	H. Woolfe, Cincinnati	13.05	138
133	W. G. Craig, Indianapolis	12.97	130
134	M. Goldstein, New York	9.90	142
135	H. Chapman, Kansas City	9.14	139

THE LAST TEN!

136	*A. M. Wolf, Minneapolis*	8.13	144
137	*A. Danke, Omaha*	7.28	133
138	*F. Solomon, Pittsburgh*	7.09	138
139	*F. C. Bonnistall, Minneapolis*	6.55	142
140	*C. G. Butler, Indianapolis*	3.25	139
141	*L. J. McGinley, Seattle*	1.68	141
142	*W. H. Heyward, Atlanta*	0	147
143	*G. Y. Harrell, Atlanta*	0	144
144	*N. Smith, Butte*	0	141
145	*B. Ross, Indianapolis*	0	145

146 ? ? ? ? ? ? ? ? ? ? ?

NOTE: No reports received from Sioux Falls and Memphis for week ending May 5.

"They'll Be GLAD To Pay More"

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